



MARKETING COORDINATOR
\$4,020 - \$5,130 per month + excellent benefits



THE POSITION

The City of Morgan Hill is seeking an experienced and motivated individual to join our professional team. The newly created Marketing Coordinator position will be responsible to develop and implement a comprehensive marketing plan for the City's Recreation and Community Services Department. As part of the Recreation Coordinator series, the Marketing Coordinator will plan, coordinate, and implement leisure service and recreation program marketing and promotions. The person who fills this position will be an organized, proactive, and strategic thinking team player.

THE RECREATION AND COMMUNITY SERVICES DEPARTMENT

The Recreation and Community Services Department's (RCSD) mission is *"to continuously provide quality facilities and services that enrich our community through recreational activities, programs and events."*

The RCSD is responsible for implementing a wide range of recreation and leisure services desired in the community including classes, special events, and community programming. Additionally, department staff provides support to the Parks and Recreation Commission; Library, Culture and Arts Commission; Senior Advisory Commission; and Youth Advisory Committee

Since the adoption of the City Parks, Facilities, and Recreation Programming Master Plan in January 2001, the City has opened the Community and Cultural Center (2002), Aquatics Center (2004), Centennial Recreation Center (2006), and is in the process of constructing the Outdoor Sports Center (anticipated opening October 2007). Overall, the department employs 17.5 full-time staff and countless part-time/seasonal employees.

Community awareness of service level offerings is a priority for the entire Recreation and Community Services team. Enhanced marketing efforts will be implemented to increase awareness, attract new participants, and retain current facility members and program participants. Resources are dedicated to hiring the full-time marketing coordinator to ensure that a coordinated, consistent, and quality marketing plan will be implemented.

Creating Community through People, Parks, and Programs

It is expected that the foundation for the plan will be the California Park and Recreation Society's Vision, Insight, and Planning (VIP) Action Plan. The Marketing Coordinator will have the responsibility to:

- Plan, implement, coordinate and routinely evaluate the department's marketing plan to create a well-defined brand that reflects the City's vision and goals.
- Participate in the development and oversight of the marketing and promotions budget to ensure that the necessary resources are available and managed in a cost-effective manner.
- Expand community awareness of service level offerings to increase retention rates and attract new participants.
- Design, develop, and distribute the department's recreation activity guide and other printed materials.
- Maintain and update the department's websites as needed, including updating recreation website with class, event and program information.
- Prepare, coordinate, and disseminate press releases, public service announcements, and other media releases.
- Develop, coordinate and implement an advertising and sponsorship program.
- Coordinate special communications to public; i.e., signs at front counter, special statements, and holiday hours.



THE SUCCESSFUL CANDIDATE

- Will have the equivalent to graduation from high school plus at least two years of college with major course work in marketing or closely related field.
- Will have a minimum of two years of responsible experience in marketing, promotions or advertising field. Experience working in public service marketing preferred. Recreation experience highly desired.
- Will possess a valid California Class C driver's license in compliance with adopted City driving standards.

APPLICATION PROCESS

Applicants must submit a completed City application form and resume to be considered for this position. To request a City application form, please call the Job Hotline at (408) 779-7276 or visit our website at <http://www.morgan-hill.ca.gov>. Submit Application Materials to: City of Morgan Hill, Human Resources, 17555 Peak Ave, Morgan Hill, CA 95037.

This recruitment is open until filled.

The City of Morgan Hill supports Workforce Diversity. All Qualified Candidates are encouraged to apply. Please contact Human Resources at (408) 779-7278 if special accommodation will be needed.

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